

Maciej Szymanowski

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11741587/publications.pdf>

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2
papers

82
citations

2682572

2
h-index

2917675

2
g-index

2
all docs

2
docs citations

2
times ranked

76
citing authors

#	ARTICLE	IF	CITATIONS
1	Consumption-Based Cross-Brand Learning: Are Private Labels Really Private?. Journal of Marketing Research, 2012, 49, 231-246.	4.8	70
2	Patterns in consumption-based learning about brand quality for consumer packaged goods. International Journal of Research in Marketing, 2013, 30, 219-235.	4.2	12